

## **Cushman & Wakefield Green MOU Highlights**

Andrew Bellina, PE  
RCRA Senior Policy Advisor

Cushman & Wakefield (C&W) is the world's largest privately-held commercial real estate services firm. Founded in 1917, it has 227 offices in 59 countries and more than 15,000 employees.

While C&W does not own commercial real estate, the firm aims to promote environmental performance in the conduct of its business activities and within the leased spaces which house its corporate offices, and to engage its clients in addressing the efficient use of energy, water and materials, and reductions of greenhouse gas emissions.

In the U.S., the firm maintains 64 corporate offices with 3,300 corporate employees and, with an additional 3,600 site-based staff manages over 265 million square feet of commercial real estate, representing over 3,200 properties.

Under the MOU, C&W undertakes commitments to implement environmental best management practices in C&W corporate offices and in properties under management, to the extent that individual clients agree to participate. The terms of this MOU apply to C&W operations and managed properties in the U.S. only. C&W's commitments include, but are not limited to the following:

### **Energy Usage and Carbon Footprint Reduction**

#### *Corporate Offices*

- Site/building selection

C&W will evaluate opportunities to incorporate environmental criteria in office site selection of new leased space for its corporate offices. With regards to energy and carbon footprint reduction, C&W will give consideration to the energy efficiency of the base building as indicated by an ENERGY STAR rating, and to whether the base building has achieved certification under the Leadership in Energy and Environmental Design (LEED) or similar program. C&W will give preference to separately-metered space.

- Office operations

C&W will initiate a best practices pilot program in selected offices that includes:

- Lighting management strategies such as the use of energy efficient lighting, motion sensors, and turning off lights when spaces are not in use.
- Plug load reduction of equipment, such as enabling power save mode on office equipment, and shutting equipment during non-working hours.

#### *Managed Properties*

C&W will assist building owners with energy analyses utilizing EPA's ENERGY STAR benchmarking tool. C&W strives to improve Energy Star scores through identification of

energy conservation opportunities, and implementation of retro-commissioning procedures.

C&W's energy assessment and reduction plans under this MOU currently include:

- The firm will benchmark energy performance in all eligible properties under management using the EPA ENERGY STAR Portfolio Manager tool
- The firm will make available education to building operators to ensure that building equipment is efficiently maintained and utilized.
- By endorsing the Building Owners and Managers Association (BOMA) Seven Point Challenge, C&W is committed to work with clients in an attempt to decrease energy consumption by 30 percent across its managed portfolio by 2012.
- Reporting on energy consumption using the ENERGY STAR Portfolio Manager Program or in C&W's semi-annual MOU updates.

### **Alternative Energy and Carbon Footprint Reduction**

#### *Corporate Offices*

C&W will evaluate opportunities, for selected offices, to purchase green power in the form of renewable energy certificates for a portion of the electricity use associated with occupation of its tenant space.

#### *Managed Properties*

In addition to successful implementation of energy savings measures and achievement of increased efficiency, C&W will continue to encourage its clients to examine opportunities for alternative energy including:

- (1) On-site renewable energy generation, such as solar or wind power or other renewable sources; and
- (2) Off-site renewable energy purchases, such as green power produced from solar or wind, or other renewable sources.

### **Data Centers**

#### *Corporate Offices*

C&W will evaluate opportunities to incorporate energy efficiency criteria in data center site selection and operation. Such criteria may include minimizing chiller energy use by adjusting the thermostat and Relative Humidity (RH), managing air flow and minimizing hot and cold air mixing, as well as eliminating hot spots. C&W will also evaluate opportunities to incorporate energy efficiency criteria in data center equipment.

#### *Managed Properties*

C&W will encourage clients with data centers to participate in the EPA Data Center Data Collection Initiative to help develop an ENERGY STAR rating for data centers. Once a data center rating is developed, C&W will encourage clients to benchmark such facilities.

## **Water Conservation and WaterSense Products**

### *Corporate Offices*

- Site/building selection  
C&W will evaluate opportunities to incorporate environmental criteria in office site selection. With regards to water conservation, C&W will give consideration to the water efficiency of the base building's standard fixtures (including use of EPA's WaterSense labeled fixtures), landscaping practices and to whether the base building has achieved certification under LEED or equivalent
- Office operations  
C&W will initiate a pilot program in selected offices to assess the use of the standard fixtures. Where appropriate, C&W will encourage building management to use water efficient equipment such as EPA's WaterSense endorsed products.

### *Managed Properties*

- C&W will benchmark water usage in all properties under management using the EPA ENERGY STAR Portfolio Manager tool.
- In the renovation or upgrade of properties, C&W will encourage the use of efficient plumbing fixtures such as WaterSense products. .
- In order to further reduce water usage, C&W will work with clients to implement best practices in building operations.
- C&W will seek to conserve potable water used for irrigation by encouraging clients to implement the following water efficient landscaping practices under the GreenScapes program.
- C&W will provide an estimate on water usage where such data is available using the ENERGY STAR Portfolio Manager Program.

## **Waste Minimization, Recycling and the EPA WasteWise Program**

C&W will join EPA's Waste Wise Program as a Partner.

### *Corporate Offices*

As part of the WasteWise Program, C&W will conduct an assessment of current waste reduction activities and to document sustainable purchases.

### *Managed Properties*

C&W will encourage its clients to participate in the WasteWise Program by assessing current waste reduction activities, documenting sustainable purchases and implementing best practices to reduce, reuse, recycle and manage waste effectively.

Under the WasteWise Program, C&W will provide an annual estimate on the amount of waste reduction and recycling at selected properties.

## **Green Operations & Maintenance Practices**

C&W will enhance its Operations Manual (similar to an Environmental Management System) by adding a new set of green practice sustainable policies.

- **Solid Waste Management:**  
The Operations Manual promotes waste prevention strategies such as material reuse centers, paper reduction, electronic file transfer, storage, and education. It provides direction on electronic waste recycling, recycling of standard and harder to recycle products including hazardous and organic waste streams.

**Sustainable Purchasing:**

The Operations Manual covers packaging, recycled content, sustainable purchasing of ongoing consumables (printing and copying paper, etc), durable goods (computers, monitors, copiers, printers, fax machines, refrigerators and other appliances), and energy efficient and reduced mercury content light bulbs. The Operations Manual references the EPA Comprehensive Procurement Guidelines and the Electronic Product Environmental Assessment Tool (EPEAT).

- **Integrated Pest Management:**  
The Operations Manual outlines control strategies intended to reduce the need for chemical application. The Policy references EPA's Integrated Pest management principles and the GreenScapes Program.
- **Green Cleaning:**  
The Operations Manual covers custodial cleaning contract specifications, program principles, general green cleaning solutions guidelines, cleaning and preventative measures to reduce dust, dirt and microbial growth, special treatment of carpets, janitorial training requirements, chemical storage guidelines, and cleaning equipment standards and specifications
- **Green Construction:**  
The Operations Manual includes guidelines relating to construction indoor air quality, construction waste management, erosion and purchasing green construction materials (i.e. using coal combustion products in concrete).

### *Corporate Offices*

- **Site/building selection**  
C&W will give consideration to the building's recycling practices and whether the building has achieved LEED certification. C&W will also give preference to buildings using green cleaning practices.

### *Managed Properties*

C&W will work with clients to implement the green practice policies (Solid Waste Management, Sustainable Purchasing, Integrated Pest Management, Green Cleaning, Green Construction, No Smoking) across C&W's managed portfolio.

## **Landscaping and EPA's GreenScapes Program**

The firm will join EPA's GreenScapes Program as a Partner and encourage its clients to implement green landscaping practices.

### *Corporate Offices*

With regards to landscaping practices, C&W will give consideration to whether the grounds include plant material that is drought resistant and native to geographical area, and whether irrigation practices reduce potable water use.

### *Managed Properties*

C&W will encourage its clients to participate in the GreenScapes Program.

## **Leadership in Energy and Environmental Design (LEED) Certifications**

### *Corporate Offices*

When undertaking fit-outs or refurbishments of new leased space, C&W will, where feasible, seek certification pursuant to a recognized green building rating system (LEED or equivalent).

### *Managed Properties*

C&W will encourage its clients to incorporate green building standards in the design and construction of new buildings and tenant improvement projects using the LEED system.

C&W also assists clients in obtaining certification of individual properties under the LEED for Existing Buildings rating system. The firm is currently engaged in the USGBC's Pilot Portfolio program, under which C&W is seeking volume certification of several properties under management.